# Best practices checklist

Learn successful installation, management, and marketing tips to maximize your jukebox investment. Following these best practices can boost awareness, revenue, plays and the customer experience.

## Before installation

### Location preparation

- [ ] Identify a prominent place to install the jukebox (ideally visible from main bar)
- [ ] Test the outlet you plan to use for the jukebox
- [ ] Always plug your jukebox into a plug with a protective earthing connection that supports the plug's wider, polarized second blade and its third grounding prong
- [ ] Protect the power cord end-to-end from being walked on or pinched accidentally by customers
- [ ] If using a power strip, make sure it is of good quality

### Jukebox preparation

- [ ] Power-up and test the jukebox the day before install
- [ ] If replacing an existing jukebox, morph the juke to the location using Tempo
- [ ] Configure the location information so mobile will work at the time of install
- [ ] Once the morph and location information have updated, place the jukebox in standby so mobile does not pick up both the old and new jukebox. Once the new jukebox is installed, move the original juke to the warehouse

## During installation

### Mounting the jukebox

- [ ] Jukebox should be installed in a prominent location that is visible from the main bar (if applicable)
- [ ] Virtuo & Angelina weigh over 100 pounds and should be lifted & mounted by two individuals
- [ ] For proper door mobility, if there is an intersecting wall at left, allow 10" for Virtuo, 15" for Angelina
- [ ] Use wood 1X4's as spacers to shim the jukebox from the wall and provide wiring space
- [ ] Make sure the mounting bracket is level (Angelina has one built in)

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## Networking

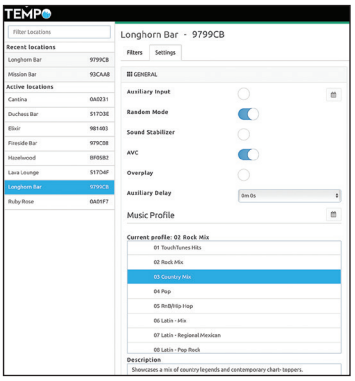
- [ ] Do not mount switches and routers in the jukebox
- [ ] Do not have extra cat5 bunched up in the jukebox or ceiling
- [ ] Tie up all network wiring so it is not lying on ceiling tiles
- [ ] Avoid running network lines parallel with AC power lines or over fluorescent lights
- [ ] Replace old network hardware with newer updated switches and routers
- [ ] Make sure to properly crump cat5 connectors capturing the jacket as a strain relief
- [ ] Test your cables
- [ ] Write connections are more reliable that Wi-Fi or wireless broad

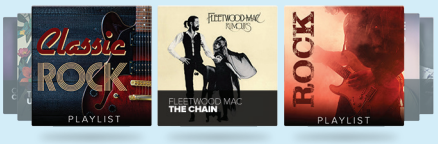
## Installing speakers

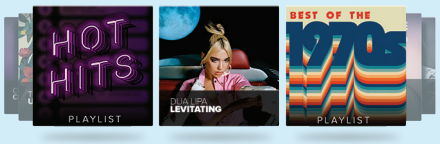
- [ ] When connecting external speakers to Virtuo or Angelina's amplifier, ALWAYS use the included 4-pin Euroblock connectors
- [ ] Class 2 wiring is required for speaker cables, following local building codes
- [ ] Speakers should be mounted no more than 15 feet apart for stereo coverage, 30 for Mono
- [ ] Angle the speakers down into the listening area for maximum coverage
- [ ] Ohm out the speakers to verify the impedance using a meter
- [ ] Increase music coverage by setting up to 6 zones

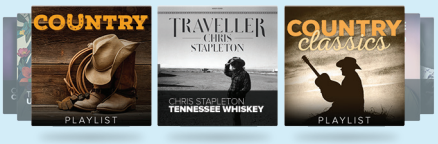
## Jukebox customization

- [ ] Select a music profile to feature music that best fits the vibe of the location (i.e., Rock, Country, etc.)
- [ ] Manage your Favorites settings (1CR songs)
- [ ] Set up / schedule music filters
- [ ] Set-up/schedule CMP (background music)
- [ ] Optimize Tempo Settings
- [ ] Auto-activation
- [ ] Hours of Operation
- [ ] Manage alerts/thresholds
- [ ] Bookkeeping fees, etc.



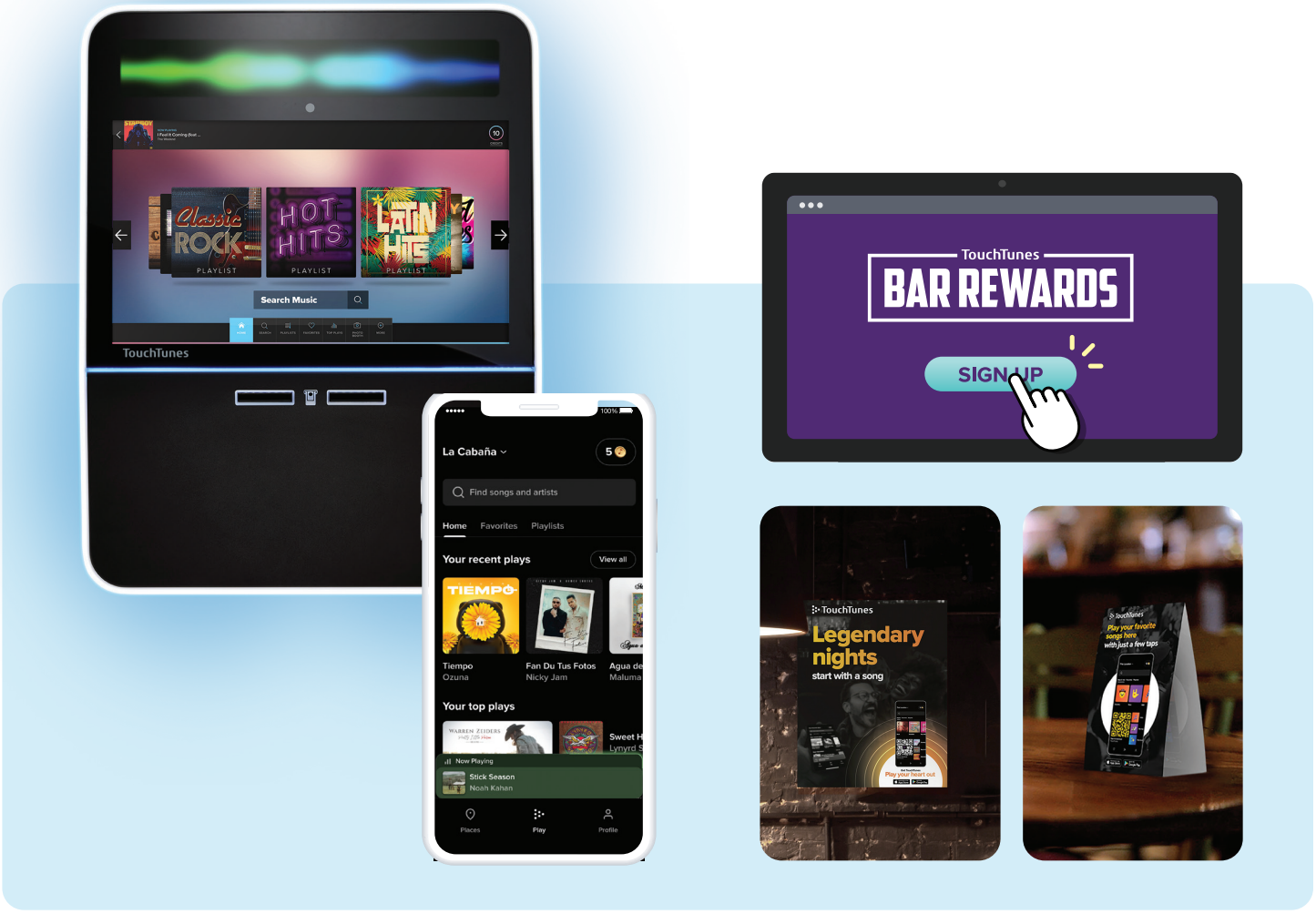



# After installation

## In-venue staff training & marketing

- [ ] Ensure the jukebox is on and connected to the internet
- [ ] Ensure the jukebox is clean/maintained
- [ ] Educate staff on the functionality of the jukebox remote control
- [ ] Ensure staff members have the TouchTunes app downloaded
- [ ] Sign up staff for Bar Rewards (Exclusive Staff Loyalty Program for TouchTunes venues), encourage them to sign up their colleagues
- [ ] Leave behind Bar Rewards information for staff who are not present
- [ ] Place TouchTunes marketing materials (i.e., table tents, coasters, stickers, etc.) prominently throughout the venue to increase awareness and usage
- [ ] Hand out promo cards to patrons in the venue to encourage app downloads
- [ ] Ensure the staff knows they can contact you for service/support, music filtering, and to get more marketing materials – provide your business card or contact info



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